




# Customer-Driven Thinking for IT Projects

Presented by  
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A person with brown hair and glasses is seen from the back, writing the phrase "I will follow the rules" four times on a green chalkboard. The text is written in white chalk. A dark semi-transparent overlay covers the bottom half of the image, containing the title "Agile Approach" and a list of agile practices.

I will follow the rules  
I will follow the rules  
I will follow the rules  
I will follow the rules

## Agile Approach

- Stakeholder Analysis
- Joint Application Development (JAD) sessions
- Grooming sessions
- Mid-Sprint Demos
- End-of-Sprint Demos
- User Acceptance

# Sounds familiar?

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You went by the book, and you still failed.

☹ Yes, it happened to me!

☺ No, that has not happened to me yet







TRY FAIL SUCCESS

# Overcoming Failure

I failed; therefore, I can improve



A person wearing a VR headset is shown from the chest up, looking forward. The background is a dark, blue-toned digital environment with various futuristic elements: a wireframe sphere on the left, a data table in the upper center, and a large circular interface on the right. The person's hands are visible in the foreground, interacting with the virtual space.

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# Successful Failure

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Sometimes the best thing that can happen to you is to fail.



# What went wrong?

Failure to connect with the customer



A person with blonde hair tied back, wearing a maroon hoodie, sits on a wooden bench inside a small, open-sided wooden structure. The structure has a dark green metal frame and wooden slat walls. The person is looking out at a vast ocean under a blue sky with scattered white clouds. The scene is captured from behind the person, creating a sense of contemplation and looking out into the world.

# Out of options?

Look for ideas outside your realm





# Private Sector

Marketing is a key activity in selling services and products.





# Product

Looking at the product from the customer's perspective





# Promotion

Presenting your product in an appealing way to your customers

# Knowing your Customer

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Design and develop your product with the customer in mind



# Data Analytics

- Top users
- Type of users (roles)
- Top pages
- Pages less visited
- Patterns & trends





# Focus Group

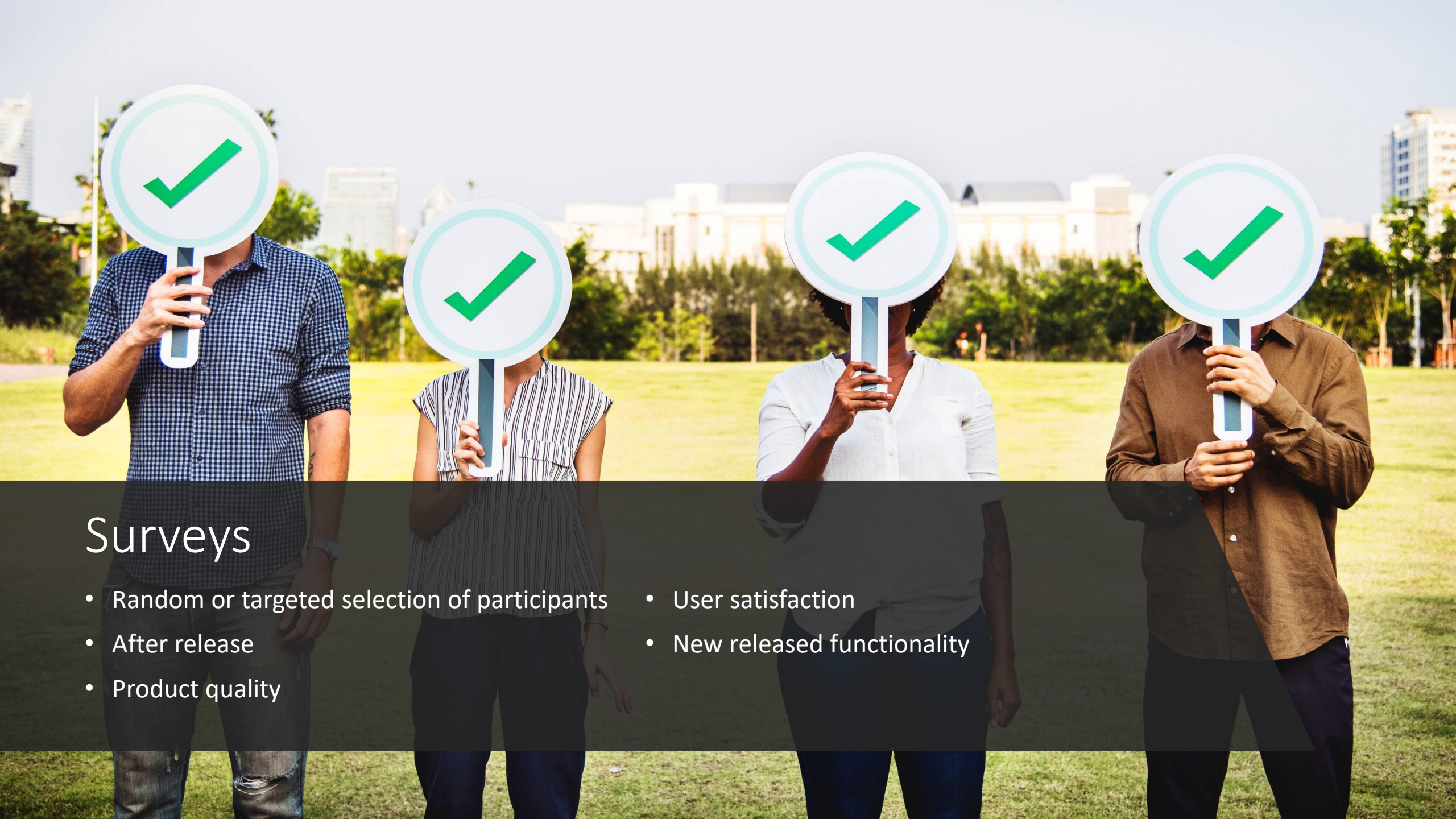
- Mindful selection of participants
- Before or during product development
- New features
- Look and feel
- Improvements to current product

A photograph of three people sitting on a couch, each wearing a VR headset. The person on the left is a man with a beard, wearing a blue and white baseball-style shirt, looking upwards with an open mouth. The person in the middle is a woman with dark hair, wearing a light gray long-sleeved shirt, with her mouth wide open in a shout and her hands raised in front of her. The person on the right is a man with a beard, wearing a dark gray t-shirt and maroon pants, with his mouth open in a shout and his fists clenched in a celebratory gesture. The background is a plain, light-colored wall.

## Beta Version

- Voluntary, random or targeted selection of participants
- Early access to product
- During development of product
- Functionality





# Surveys

- Random or targeted selection of participants
- After release
- Product quality
- User satisfaction
- New released functionality



# Any one?

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Which of these engagement tools would you be more willing to try out?

- Focus Group
- Beta Version
- Survey



# Promote

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The more effort you put in promoting your product, the higher your probability of increasing user acceptance



# Market Niches

- Segment of customers with a common characteristic(s)
- Filling the specific need for these customers
- Appealing to them as a group
- Minor enhancements

A photograph of Ed Sheeran sitting at a table in a restaurant. He is wearing a blue and white plaid shirt and is looking down at a white napkin he is holding. On the table in front of him is a bottle of Heinz Tomato Ketchup. The background shows other diners and the ornate interior of the restaurant.

# Marketing to Individuals

- Individuals with a high profile, influence or power
- Gaining the buy-in of these individuals
- Minor enhancements
- Sell your new features





# Influencers

Would you follow me?

# Any one?

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Which of these strategies are you willing to try?

- Market Niches
- Marketing to Individuals
- Influencers





## Add a Video!

- Email
- Banner on app
- Tutorials
- Demo

When a new  
release comes  
out...

I rather ...

😊 Read about it

😊 Watch a short video

😐 Neither; I just dive in!





# Selling Innovation

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The toughest sell

# That's not how we do things here

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Have you faced opposition when  
proposing new ideas?

☹ Yes

😊 No

☹ I never propose new ideas





INSTEAD OF RISKING ANYTHING NEW,  
LET'S PLAY IT SAFE BY CONTINUING OUR  
SLOW DECLINE INTO OBSOLESCENCE.

# Fear of Change

We fear change because we can't anticipate the outcome

TOM  
FISH  
BURNE



# The war of the technologies

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Choose your poison:

- Apple
- Microsoft
- Not my game 😊





# Positioning

- Establishes the company or brand in relation to competitors.
- Upgrades, replacements, new functionality



# Selling Innovation

- Make customers feel they have some control by including them in your design
- Let customers know they are heard by incorporating their feedback
- Promote & advertise your product



# Takeaways

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What we hope you will remember from this presentation

# Remember



Design your product from the customer perspective



Make your customers feel they are heard



Promote your product as much as possible before you release it



Don't be afraid of looking for ideas outside of your realm

A woman with dark curly hair, wearing a white t-shirt and blue jeans, stands in the center of a meeting room, smiling and gesturing with her hands. She is surrounded by several people seated at a long table. In the foreground, a woman with long blonde hair tied back is seen from behind, wearing a green long-sleeved shirt. To her right, another woman with blonde hair in a bun is also seen from behind, wearing a purple top. Further right, a man with grey hair and glasses is seated, wearing a grey sweater. On the far right, a man with brown hair is partially visible, wearing a dark shirt. The room has large windows with black frames, and the background wall is white with some faint markings. The entire scene is framed by a white, hand-drawn style border.

# Questions

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No need to be shy now

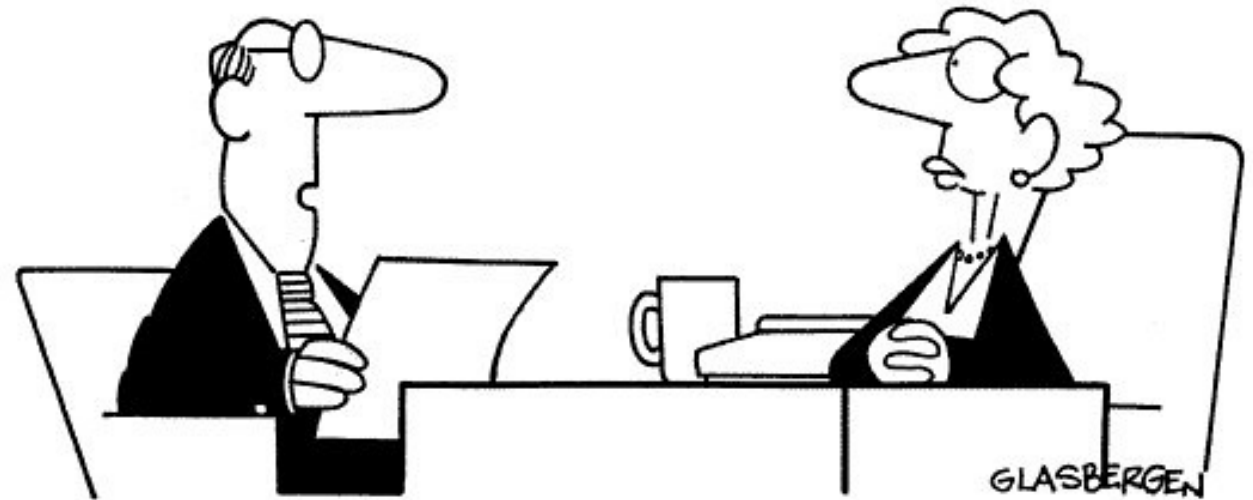


# Thank you!

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Don't be afraid to break the box!

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**“My team is having trouble thinking outside the box. We can’t agree on the size of the box, what materials the box should be constructed from, a reasonable budget for the box, or our first choice of box vendors.”**